

ETHICAL COMMUNICATIONS POLICY



Reference	LH014	Date approved	5 th June 2024
Approved by	Board of Directors	Date for review	5 th June 2026

Purpose

The purpose of this Ethical Communications Policy is to establish a comprehensive framework for LiteHaus International's communications, ensuring they align with our commitment to integrity, inclusivity, and respect. This policy guides our interactions with all stakeholders, including local communities, partners, donors, and the media, ensuring our communications reflect our mission to bridge the digital divide across the Asia-Pacific region.

Responsibilities

It is the responsibility of all Directors, employees, volunteers, contractors, and program partners to comply with this Policy. Specifically:

- **CEO:** Ensures that all personnel, including Board members, volunteers, Advisory Committee Members, contractors, and in-country partners, are familiar with their obligations under this Policy. The CEO also ensures that any breaches of this Policy are addressed appropriately.
- **Marketing and Communications Officer:** Oversees the implementation of this Policy, ensuring that all communications are ethical, accurate, and compliant with LiteHaus International's standards.
- **Staff and Volunteers:** Must adhere to this Policy in all communications and seek guidance when needed.
- **Board Members and Contractors:** Responsible for understanding and complying with this Policy, especially when representing LiteHaus International in public forums.

Integrity and Ethics

LiteHaus International is committed to the values of partnership, respect, and honesty. Our marketing, communications, and fundraising activities will be conducted with integrity and to the highest ethical standards, particularly with respect to primary stakeholders. We will not engage in activities that bring fundraising into disrepute. To ensure integrity in our communications:

- All public materials are reviewed for accuracy, quality, and respectfulness by the Marketing and Communications Officer before publication.
- The Marketing and Communications Officer and the CEO ensure that all publications comply with relevant State and Federal laws, DFAT requirements, and the ACFID Code of Conduct.
- We ensure that images and messages portraying stakeholders are appropriate, accurate, and consensual. We respect the dignity, values, history, religion, language, and culture of the people portrayed.

- Informed consent is obtained from individuals or their guardians before collecting or using their images and stories. When working with schools or the Department of Education, consent is obtained from the principal or relevant authorities, or our partners collect the consent themselves. We commit to ensuring that internationally, the informed consent process is culturally sensitive and effectively communicated with respect to varying levels of literacy.

Images and messages in communications will:

- Promote partners and beneficiaries as active agents, not as passive recipients of aid.
- Portray people (including children) in a manner that respects their dignity, values, history, religion, language, and culture.
- Be authentic to the context, person, and terms of consent given.
- Protect the safety and rights of those depicted.
- Be respectful of other NGOs and social impact actors.
- Ensure that individuals with disabilities are portrayed with dignity and respect, highlighting their abilities and contributions rather than focusing on their disabilities.
- Represent gender equality by ensuring balanced representation of all genders in our communications, highlighting the roles, achievements, and perspectives of women and gender-diverse individuals.

Images and messages in communications will not:

- Be discriminatory in any way (e.g., on the basis of ethnicity, faith, sexuality, or socio-economic status).
- Sensationalise or embellish the challenges faced by people living in low-income, disadvantaged or developing world or contexts.
- Be used if they may endanger the people they are portraying.
- Be used without the free, prior, and informed consent of the person/s portrayed, including in the case of their parents, or guardians.
- Present people in a de-humanising manner, or contain depictions that are demeaning, discriminatory, pornographic, or unduly violent towards a person or group.
- Infringe our Child Protection Policy and in particular show children in a naked and/or sexualised manner.
- Comment unnecessarily or negatively on the impairment, dependency, or disability of a beneficiary.
- Use language which suggests that the beneficiary is to be pitied or feared.
- Use children to raise funds for adult causes, giving the impression that the beneficiaries are childlike.
- Feature dead bodies or dying or injured people.
- Make potentially inflammatory or inciteful assertions.
- Disparage others.
- Take a political or religious stance on an issue. Advocacy must be fair, reasoned, respectful and apolitical.
- Infringe on the intellectual property rights of others.
- Denigrate other agencies or make statements about other NGOs with the intention of creating a reputation or other advantage for itself.

Accessible Information and Stakeholder Engagement

In accordance with its Transparency Statement, LiteHaus International ensures that information is accessible and engaging for all stakeholders. Our strategies include:

Annual Report: Prepared in accordance with the ACFID Code of Conduct and shared at the Annual General Meeting and on the charity's ACNC profile. It is also published on our website and distributed to supporters via newsletters and social media.

Regular Updates: Provided through donor reports, website news sections, monthly newsletters, social media, and other communication channels.

Community Engagement: Highlighting volunteers' contributions and maintaining support through clear, honest, and accountable communications.

Primary Stakeholder Engagement: Our team keeps in regular communication with our primary stakeholder communities across Asia-Pacific through face-to-face engagement, and digital communication to inform them of relevant initiatives, activities and outcomes.

Gender Equality and Disability Inclusion: We ensure that our communications reflect our commitment to gender equality and inclusion for individuals with disabilities. This includes using inclusive language and ensuring diverse representation in our visual and written communications.

Media

The CEO and Chair of the Board of Directors are the primary spokespersons for national (Australia) and international media. Country Leads in each country where LiteHaus International operates are authorised to speak to local media with the prior approval from the CEO.

Protocols for media engagement include:

- The Marketing and Communications Officer determines the most appropriate person to respond to media requests.
- Public presentations about LiteHaus International's work require prior authorisation from the CEO.
- All press alerts and press releases generated by LiteHaus International must be approved by the CEO.
- In crisis communications scenarios, the Board of Directors will be immediately consulted on the best course of action.

Privacy

LiteHaus International is committed to protecting the privacy of all personal information it collects, holds, and administers, in accordance with our Privacy & Data Collection Policy.

Our privacy practices include:

- **Collection of Relevant Information:** We collect personal information necessary for our charitable, aid, and related activities.

- **Transparency and Consent:** We inform stakeholders why their information is collected and how it will be used, ensuring consent is obtained for its use and disclosure.
- **Secure Storage:** Personal information is stored securely and protected from unauthorised access. Data on donated devices is securely erased to NIST800-88 standards.
- **Access and Correction:** Stakeholders have the right to access their information and request corrections.

For more details, please refer to our Privacy Policy. For privacy-related inquiries or concerns, contact us at:

Email: info@litehausinternational.org

Phone: +61 0418 277 487

Copyright

All material created by LiteHaus International employees, volunteers, and consultants belongs to LiteHaus International. Permission must be requested to use LiteHaus International's images and videos. Once permission is granted, publications using these materials must always mention LiteHaus International and include a link to our website.

Partnership Recognition

LiteHaus International promotes and recognises support from partners by:

- Ensuring beneficiaries understand where support is coming from.
- Labelling and badging project materials with partner logos when it is part of the agreement of the partnership, and appropriate to context.
- Including partner acknowledgments in media releases and publications.

LiteHaus International commits to acknowledging and attributing the Australian identity and the support of the Australian Government in all communications and at program sites in Australia and overseas, where relevant. We will comply with the Australian aid program Visual Identity Guidelines, using approved logos, wording and placements, and maintain documented procedures to ensure consistent attribution by staff and partners. Acknowledgement will appear on publications, digital content, media materials, events collateral and signage, unless a documented risk assessment justifies an exception. All public materials will be quality assured and will provide accurate, timely and accessible information that respects the dignity, values and culture of the people with whom we work.

In-Country Partners

LiteHaus International collaborates closely with in-country partners to ensure ethical communications. While we aim to maintain the accuracy and honesty of communications related to our collaborative projects, LiteHaus International does not assume full responsibility for our partners' communications. Instead, we expect, encourage and monitor transparency and adherence to ethical standards in all communications developed by partners. Our formal partnership agreements include references to this expectation. This approach fosters mutual respect and accountability within our partnerships while upholding LiteHaus International's commitment to ethical communication practices.

Complaints

LiteHaus International welcomes feedback and provides a mechanism for lodging complaints. Our Complaints Policy includes:

- Making the policy accessible to all stakeholders.
- Translating the policy into local languages where appropriate.
- Providing a link to the Complaints Policy on our website.
- Informing donors and the public about the option to lodge complaints with ACFID for breaches of the ACFID Code of Conduct.

Code of Conduct for Content Capture, Creation and Distribution

Respectful Representation:

Our portrayals respect the cultural norms, traditions, and values of the local community. We consult with community leaders and stakeholders to ensure that our representations are culturally appropriate and sensitive.

When depicting religious or ceremonial practices, we seek guidance from community leaders to ensure accuracy and authenticity while respecting any restrictions on photography or filming.

We adhere to the principles listed in Section 3 – Ethics & Integrity with all content capture and production.

We also ensure that our portrayals include and respect individuals with disabilities and promote gender equality, highlighting the contributions and experiences of all community members.

Avoiding Stereotypes:

Our images and messages aim to portray people and communities in a manner that avoids perpetuating stereotypes or oversimplified perceptions. We strive to represent the diversity and complexity of the cultures we depict, ensuring that our portrayals are accurate and nuanced.

Informed Consent:

Informed consent is a critical component of our ethical standards. We ensure that individuals or their guardians provide consent for the use of their images, videos, and stories through our Talent Release Forms. This process respects the autonomy and dignity of the individuals involved.

Modesty and Privacy:

We respect the privacy and dignity of individuals in our visual and written content. Images and messages should adhere to modesty standards, particularly when portraying children or sensitive cultural practices, ensuring that individuals are depicted respectfully and appropriately. Special care is taken to respect the privacy and dignity of individuals with disabilities and to portray all genders in a manner that upholds their dignity and agency.

Authenticity and Accuracy:

Our visual and written content strives to accurately reflect the context in which it was captured. We ensure that any restrictions on photography, filming and storytelling are respected, and that our portrayals are true to the actual events and practices depicted. We also strive to accurately represent the roles and contributions of people with disabilities and various genders, ensuring a holistic and inclusive depiction.

Cultural Sensitivity:

We are mindful of cultural sensitivities and aim to depict individuals and communities in a respectful and appropriate manner. Our images and messages should avoid any elements that might be perceived as disrespectful or inappropriate within the cultural context. This includes being sensitive to cultural attitudes towards disability and gender, ensuring our content is respectful and inclusive.

Purpose and Impact:

Our images and messages serve a genuine purpose in communicating LiteHaus International's mission, programs, and/or impact. We ensure that our visual content contributes positively to fostering understanding, respect, and appreciation for diverse cultures. We ensure that our content also promotes understanding and appreciation for the experiences and contributions of individuals with disabilities and all genders.

Cross-Cultural Perspective:

We ensure that our visual and written content is reviewed by team members with cross-cultural competence to ensure appropriateness and sensitivity. We are aware of how our images may be interpreted within and outside of the local cultural context. We include perspectives on disability and gender in our cross-cultural reviews to ensure our content is inclusive and respectful across all contexts.

By systematically reviewing images, videos, and messages against these criteria, LiteHaus International can ensure that its visual and written communications align with its Ethical Communications Policy, fostering respectful representation and cultural appreciation while upholding the dignity and authenticity of the individuals and communities depicted.

By exercising sensitivity and discretion in our portrayal of local people, LiteHaus International aims to foster understanding, respect, and appreciation for the richness and complexity of diverse cultures. Our commitment to ethical communication ensures that our representations uphold the dignity and authenticity of the individuals and communities we serve.

Annex 1: Checklist for Ethical Messages, Photography and Videography

Respectful Representation

Are individuals portrayed in a dignified and respectful manner, considering factors such as attire, posture, and context?	Yes	No
Are individuals with disabilities and different genders portrayed in a dignified and respectful manner?	Yes	No
Does the content accurately reflect the cultural norms, traditions, and values of the local community, where relevant?	Yes	No
Have community leaders or stakeholders been consulted to ensure cultural appropriateness and sensitivity, where relevant?	Yes	No
Comments:		

Avoiding Stereotypes:

Does the content avoid perpetuating stereotypes or oversimplified perceptions of indigenous cultures and/or lower socio-economic or developing world contexts?	Yes	No
Does the content avoid perpetuating stereotypes related to disability and gender?	Yes	No
Where relevant, are diverse aspects of indigenous life represented, highlighting the modern realities and multifaceted identities within these communities?	Yes	No
Comments:		

Informed Consent:

Have individuals or their guardians provided consent for the use of their images or stories?	Yes	No
If working with schools or educational institutions, has consent been obtained from the principal or relevant authorities?	Yes	No
Comments:		

Modesty and Privacy:

Are individuals depicted in a manner that respects their dignity and privacy?	Yes	No
Does the content adhere to modesty standards, particularly when portraying children or sensitive cultural practices?	Yes	No
Comments:		

Authenticity and Accuracy:

Does the content accurately reflect the context in which it was captured, including religious or ceremonial practices?	Yes	No
Have any restrictions on photography, filming or storytelling been respected, as advised by community leaders or stakeholders?	Yes	No
Are the roles and contributions of individuals with disabilities and various genders accurately represented?	Yes	No
Comments:		

Cultural and Political Sensitivity:

Have potential cultural and political sensitivities been considered and addressed in the depiction of individuals, communities or issues?	Yes	No
Does the content avoid any elements that may be perceived as disrespectful or inappropriate within the cultural context?	Yes	No
Are cultural attitudes towards disability and gender considered and respected in the depiction?	Yes	No
Is the content and messaging in line with our commitments to being apolitical, non-religious and non-aligned? Or could it be perceived in a political context?	Yes	No
Comments:		

Purpose and Impact:

Does the content serve a genuine purpose in communicating LiteHaus International's mission, programs, or impact?	Yes	No
Will the content contribute positively to fostering understanding, respect, and appreciation for sustainable development agenda?	Yes	No
Does the content promote understanding and appreciation for the experiences and contributions of individuals with disabilities and all genders?	Yes	No
Comments:		

Cross-Cultural Perspective:

Have team members with cross-cultural competence reviewed the content to ensure its appropriateness and sensitivity?	Yes	No
How may this content be perceived by international, multicultural audiences?	Yes	No
Is there awareness of how the content may be interpreted within and outside of the local cultural context?	Yes	No
Have perspectives on disability and gender been included in the cross-cultural review to ensure inclusivity and respectfulness?	Yes	No
Comments:		

Talent Release Form

Full name of Participant:

Email:

Phone:

Address:

Permission is hereby given to LiteHaus International to:

- (b) collect from me written information about me, including personal information;
- (c) create a profile about me using the written information collected from me;
- (d) use my photograph, recorded vision or audio of me and the profile about me for any purpose whatsoever in connection with the promotion of LiteHaus International including promotion of its programs, services and activities; and
- (e) publish the resulting works throughout the world in any form, in whole or in part, and distribute by any medium including, but not limited to, information brochure, print media, radio, television, posters, social media and internet.

I agree that electronic and/or hard copy of photographic images and/or recordings of me and/or written information about me are collected and stored for the above purposes.

I understand that the images and/or recordings of me and/or the written information about me will only be accessed by LiteHaus International personnel prior to publication.

I waive any right to inspect or approve of the finished product, including any written copy that may appear in connection with my images and/or recordings of me and/or my profile.

I understand and agree that any photographs, vision and/or audio of me or any other work the subject of this Release may be made available by LiteHaus International through publicly accessible websites and that the content placed may be downloaded by persons accessing such websites anywhere in the world.

I understand that I will have no ownership (including intellectual property ownership) in any of the photographs, video or audio recordings taken of me nor in any works created by LiteHaus International (or its agents) about me.

I understand that no fee or payment will be provided for giving this Release and any claim for remuneration, residuals, royalties or any other payment in respect of usage by LiteHaus International is waived.

I am free to give this Release and to appear in the proposed works to be published by LiteHaus International

☐

I am at least 18 years of age, and I have read, understood and agree with the terms of this Release.

☐

In my capacity as the legal guardian of the Participant, I agree with and consent to the terms of this Release on behalf of the Participant.

Signature: _____

Date:

Talent Release Form - Tok Pisin

Nem:

Email:

Telefon:

Haus bilong yu:

Permission long LiteHaus International:



Kisim Infomesen

LiteHaus inap kisim rait infomesen long mi.



Mekim Profail

LiteHaus inap mekim wanpela profail long mi yusim dispela infomesen.



Yusim Piksa na Video

LiteHaus inap yusim piksa, video, na profail bilong mi long promotim LiteHaus.



Soim Long Wol

LiteHaus inap soim piksa, video, na profail bilong mi long olgeta hap bilong wol.

Dispela i makim brochur, TV, na internet.



Stoa na Luksave:

Ol piksa na infomesen bilong mi bai stap long file na bai ol LiteHaus wokman tasol inap lukim bipo ol i putim long ples klia.



No Nidim Oraytim:

Mi no nidim long lukim na oraitim las prarik.



Pablik Luksave:

Ol piksa na video bilong mi inap stap long ol websait we olgeta manmeri inap lukim.
Olgeta manmeri inap daunlodim.



No Ownership:

Mi no inap gat ownership bilong ol piksa na video LiteHaus i mekim.
Mi no inap kisim pe o moni long givim dispela permission.



Mi gat 18 krismas o winim na mi orait long dispela ol condition.



Mi olsem legal gadian bilong participant, mi orait na givim consent long dispela ol condition long bihainim.

Sain:

Deit:

Talent Release Form - Tagalog

Pangalan:

Email:

Telepono:

Tirahan:

Pahintulot sa LiteHaus International:



Mangolekta ng Impormasyon

Maaaring mangolekta ang LiteHaus ng nakasulat na impormasyon tungkol sa akin.



Gumawa ng Profile

Maaaring gumawa ng profile ang LiteHaus gamit ang aking impormasyon.



Gamitin ang mga Larawan at Video

Maaaring gamitin ng LiteHaus ang aking mga larawan, video, at profile para sa promosyon.



I-publish sa Buong Mundo

Maaaring ibahagi ng LiteHaus ang aking mga larawan, video, at profile sa buong mundo.

Kasama dito ang mga brochure, TV, at internet.

**Imbakan at Pag-access:**

Ang aking mga larawan at impormasyon ay maaaring itatago at tanging mga tauhan ng LiteHaus lamang ang makakakita bago ito ipalathala.

**Walang Kailangan Aprubahan:**

Hindi ko kailangan aprubahan ang huling produkto.

**Pampublikong Pag-access:**

Maaaring mapunta sa mga website na naa-access sa buong mundo ang aking mga larawan at video. Maaaring i-download ito ng kahit sino.

**Walang Pagmamay-ari:**

Hindi ako magkakaroon ng pagmamay-ari sa mga larawan o video na ginawa ng LiteHaus. Hindi ako makakatanggap ng bayad para sa pagbibigay ng pahintulot na ito.



Ako ay hindi bababa sa 18 taong gulang at sumasang-ayon ako sa mga kondisyon na ito.



Bilang legal na tagapag-alaga, sumasang-ayon ako sa mga kondisyon na ito para sa kalahok.

Lagda:

Petsa: